



smokefree ZONE

Newsletter of the Rhode Island Department of Health Tobacco Control Program • October 2004
www.health.ri.gov/disease/tobacco/home.htm — Contact Carol Hall-Walker (401) 222-2589

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Victory Celebration Recognizes Anti-tobacco Leaders

Campaign for a Healthy Rhode Island Smokefree Workplace recently held a victory celebration and volunteer awards ceremony. Congratulations to the following individuals who were instrumental in carrying out the campaign to ban smoking in all workplaces.

For Outstanding Youth Leadership

Pawtucket Students Working Against Tobacco (SWAT)

For Outstanding Leadership within the Faith Community

*Reverend R. Arnett Fugett
(Olney Street Baptist Church)*

For Outstanding Leadership within the Business Community

*Bob Burke, Pot Au Feu Restaurant
and Armando Monaco, Green Tea Restaurant*

For outstanding Media Coverage

M. Charles Bakst, Providence Journal

Congratulations Awardees!!



Top: Pawtucket SWAT table

*Middle: Pawtucket SWAT
receiving their award
from Margaret Kane,
Nicholas Oliver and
Sen. Susan Sosnowski.*

*Bottom: M. Charles Bakst
receives his award
for outstanding
media coverage.*

CDC Site Visit Highlights

Rhode Island's Contract Officer from the Centers for Disease Control and Prevention (CDC), Dianne May, conducted a site visit September 14 and 15 to observe how we are doing in carrying out the activities of our Cooperative Agreement with CDC. We planned an agenda to show her some highlights of the Tobacco Control Program, including updates on what she visited the last time she was here.

She met first with the HEALTH tobacco control staff, so each person could give her an overview of the projects she oversees and progress since Dianne's last visit. We also met with a group of tobacco control partners so that each could describe how we all collaborate, especially how different agencies participated in working to ensure that the Worker Safety Act was passed. She urged us to continue our collaborative efforts. She discussed infrastructure goals and applying performance measures to our work, as well as broadening partnerships to achieve the goals outlined in our 2010 Strategic Plan.

She met with the Comprehensive Tobacco Control projects in a meeting with Rhode Island Employee Assistance Services to collaborate on the Schools Project, and with staff from the Tobacco Control Enhancement Project for an update on their activity.

Dianne made two recommendations for specific action. First, that we collect outcome data on our tobacco treatment program to ascertain how many people who have used our quit smoking services and how long they stay quit. She also recommended that we bring James Repace, an environmental engineer, to Rhode Island to conduct a study similar to the one he did in Delaware before and after they went smokefree. He measured particles in the air in different places, bars, gambling casinos, restaurants, offices, before the law went into effect and compared the amounts to the decreased amounts of particles in the air after the law went into effect. Then they used it as a tool for media advocacy.

Dianne was due to attend the vendor meeting but one of the hurricanes threatened and she had to cut her visit short. I know she was going to tell you how much she enjoys working with Rhode Island, and what a good reputation we have as a state that is doing excellent tobacco control. She has said that to me, and the next time she comes, I know she will say that to you also. Thank you for all the good work you do that has earned us such a reputation.

Betty Harvey
Program Manager
Tobacco Prevention & Control

Add a Zero to That Scholarship

In last month's Smokefree Zone, we reported on 500³, an anti-tobacco youth scholarship program based at Channel One in Central Falls. It was designed for five high school seniors from the Central Falls area to work together to develop an anti-tobacco message for the community. Following completion of the program, each participant receives a \$1000 scholarship. The scholarship amount was reported incorrectly last month.

Recruitment is underway for five more high school seniors to work on a project this year. For more information or to apply, contact Maria Otero at Channel One-Central Falls at 727-7488 or at meoch1@msn.com.

American Heart Association – Our Partner in Tobacco Control

During the CDC site visit, several of our community partners were invited to share their work in tobacco control, advocacy efforts related to the passage of the smokefree workplace legislation and other collaborative endeavors. We plan to feature a different community partner each month, beginning with the American Heart Association.

Nicholas Oliver shared that AHA has been an integral partner in the Campaign for a Healthy Rhode Island and in the passage of the smokefree workplace legislation. AHA worked with community folks to call legislators and engaged First Lady Sue Carcieri in the "Go Red for Women" program. AHA is working on a faith-based initiative for February 2005 to specifically address tobacco in conjunction with the new law. The initiative is called "Lifting Our Voices." AHA also has a Stroke Task Force that works closely with the Department of Health addressing systemic changes and policies regarding stroke centers, tobacco cessation and treatment. The Heart Association is a strong community partner in advocacy and legislative issues.

For information on any of these issues or learn more about American Heart Association programs, please contact Nicholas Oliver at 274-4544.

Good News from Our Neighbor

A recent poll conducted in Connecticut on the eve of the one-year anniversary of Connecticut's smoke-free workplace law, shows that 85 percent of Connecticut residents support the law that eliminates smoking inside all Connecticut workplaces, including restaurants and bars. Support extends across party lines throughout the state.

"Overwhelming support for the smoke-free workplace law is significant, but not surprising," said Attorney General Richard Blumenthal. "A smoke-filled room is not only obnoxious, but notoriously unhealthy. Connecticut residents know that second-hand smoke is lethal, and that employees and patrons in public places should be spared smoke where they eat and work."

The survey of 400 Connecticut residents was conducted from Aug. 28-30, 2004 by Global Strategy Group. The poll has a margin of error of plus or minus 4.9 percent.

Excerpted from Joe Cherner at smokefree.net

Don't Forget the Great American Smokeout

The Great American Smokeout is Thursday, November 18th. Go to the American Cancer Society web site at www.cancer.org for information on how you or your organization can get involved.

Study: Air Worse in Smoky Bars than on Truck-choked Roads

by Linda Johnson
The Associated Press
2004-09-19

If you're wondering whether a smoky bar or a city street filled with diesel truck fumes is more harmful to your health, you might want to skip your next happy hour.

Smoky bars and casinos have up to 50 times more cancer-causing particles in the air than highways and city streets clogged with diesel trucks at rush hour, according to a study that also shows indoor air pollution virtually disappears once smoking is banned.

Conducted by the researcher who first showed secondhand smoke causes thousands of U.S. lung cancer deaths each year, the study found casino and bar workers are exposed to particulate pollution at far greater levels than the government allows outdoors.

"This paper will help localities pass smoking bans," predicted the author, James Repace, a biophysicist who works as a secondhand smoke consultant after spending 30 years as a federal researcher. "It shows how beneficial smoking bans are for hospitality workers and patrons."

Repace tested air in a casino, a pool hall and six taverns in Delaware in November 2002 and January 2003, two months after the state imposed a strict indoor smoking ban.

His detectors measured two substances blamed for tobacco-related cancers: particulate polycyclic aromatic hydrocarbons, a group of chemicals called PPAHs for short, and respirable particles airborne soot small enough to penetrate the lungs.

"They are the most dangerous" substances in secondhand smoke, said Repace, a visiting assistant clinical professor at Tufts University School of Medicine in Boston.

Repace said his research also showed ventilation systems sometimes touted by tavern, restaurant and casino groups as an alternative to smoking bans can't exchange air fast enough to keep up with fumes from smokers.

The study, published in the September issue of the *Journal of Occupational and Environmental Medicine*, was partly funded by the nation's largest health care philanthropy, the Robert Wood Johnson Foundation of Plainsboro, N.J.

Repace found an average level of res-

pirable particles of 231 micrograms, or millionths of a gram, per cubic meter of air in the eight Delaware venues. That's 15 times the 15-microgram U.S. Environmental Protection Agency limit for outdoor air, 49 times the rush-hour average on Interstate 95 in Wilmington and even tops the 199-microgram rush-hour level at Baltimore Harbor Tunnel tollbooths.

The eight venues' average PPAH level was 134 nanograms, or billionths of a gram, per cubic meter five times the level in the air outside, which Repace also tested. By comparison, the average rush hour levels of PPAHs on Interstate 95 in Wilmington and in Boston's Roxbury neighborhood, heavily polluted by diesel and truck emissions, were 7 and 18 nanograms, respectively.

Levels of both cancer-causing substances dropped 90 percent or more after the smoking ban in all locations tested, with the air quality in the venues nearly indistinguishable from outside air.

"It demonstrates really clearly that a smoking ban results in a massive improvement in air quality," said Dr. Jonathan Foulds, director of the Tobacco Dependence Program at University of Medicine and Dentistry of New Jersey's School of Public Health. "Here in New Jersey, and in many other states that don't have an indoor smoking ban, this should be used to put pressure on the legislators."

Timothy Buckley, associate professor of environmental health science at Johns Hopkins Bloomberg School of Public Health in Baltimore, said other research has shown dramatic air quality improvement after smoking was banned in workplaces, but this appears to be the first study in bars or casinos.

"The magnitude of that effect is striking," Buckley said. Foulds and Buckley both noted there is mounting evidence of the health hazards of the substances Repace tested. "He's identified a place where we can have a big impact on public health in this country," Buckley said.

EPA has been studying indoor air quality for nearly two decades and proved in 1992 that secondhand smoke causes lung cancer, said Bob Axelrad, senior adviser in the agency's indoor environments division. Its focus is producing evidence to aid in decisions on smoking bans and working with pediatricians and other

groups to discourage smoking in homes with children.

Meanwhile, consumer and health groups have been pushing local and state governments for workplace smoking bans usually with strong, well-organized opposition from the tobacco, casino and hospitality industries, said Bronson Frick, associate director of the nonprofit American Nonsmokers' Rights Foundation.

He said more than 100 studies of sales tax revenue show the bans don't reduce income for bars or restaurants, as their industries often argue, yet many ballots for the fall election include measures to repeal existing bans. "A third of the country already is covered" by workplace, bar or restaurant bans, Frick said. As of July 1, 727 U.S. municipalities had some smoking restrictions, with 312 banning smoking even in bars and restaurants, according to the foundation.

Delaware, New York and Massachusetts prohibit smoking in all workplaces, restaurants and bars. California and Connecticut have similar bans, but with exemptions for workplaces with five or fewer employees; starting March 1, Rhode Island imposes a complete ban, except for tobacco bars and gaming venues. Five other states have some restrictions on smoking in public places. A proposed ban in New Jersey was shelved in June 2003 after amendments were added that would allow smoking in casinos, bars and restaurants.

But in smoker-friendly Europe, restrictions are coming into vogue in airports, train stations and some restaurants. In March, Ireland became the first nation to ban smoking in workplaces, including pubs and restaurants, and Norway followed in June. Frick said bans begin soon in Sweden and New Zealand, and the United Kingdom is considering one.

Even office-only bans have a big impact. Axelrad noted testing showed that as smoking in offices was increasingly restricted, the level of a nicotine byproduct called cotinine in the blood of nonsmokers plunged 70 percent from 1990 to 2001.

Respirable Particles and Carcinogens in the Air of Delaware Hospitality Venues Before and After a Smoking Ban
Repace, J. 46(9):887-905, September 2004

Tobacco Documents Continue to Reveal Repulsive Strategies

Anne Landman, Research Specialist on tobacco industry documents brings this document to our attention. It concerns marketing to 18 to 24 year olds. It's a 1985 industry document titled, "New Brands Strategic Planning Meeting," held week of March 25. The company/source is R.J. Reynolds. The document can be accessed at the URL: <http://tobaccodocuments.org/landman/505159897-9914.html>. For a PDF Version go to <http://legacy.library.ucsf.edu/cgi/getdoc?tid=utx25d00&fmt=pdf&ref=results>

This 1985 R.J. Reynolds document analyzes the future cigarette market with an eye towards the importance of young smokers to the future cigarette market. RJR states, "YAS [young adult smokers] are critical to short and long term growth" and, "They represent the most important area of opportunity for new RJR brands." The document also acknowledges that smokers tend to smoke more as they age, making them more valuable to tobacco companies: "Value of a loyal 18 year old smoker appreciates +30% due to increase in rate/day."

Given these facts, RJR proposes targeting younger, less educated smokers for the company's new products, since this group offers better prospects for greater cigarette consumption: "Smoking incidence is higher and declining more slowly among adults who have attained high school or less education," and "Currently, 66% of all smokers (73% of younger adult smokers) have not been educated past high

school." RJR concludes that "Less educated and more downscale smokers will become even more important to the cigarette marketplace in the future."

Strategic Areas of Opportunity and Projects

A. Identified Opportunity Areas

New Brands current has identified 5 broad strategic areas of opportunity which address both the short and long term market structure.

These areas are:

1. Younger Adult Smokers
2. Smoking Issues
3. Premium Price
4. Less Educated Smokers
5. Stylish Segment

Younger Adult Smokers Basis for Opportunity

- YAS have been the critical factor in the growth/decline of every brand/company in past 50 years.
- Only 5% of smokers start after age 24.
- Brand Loyalty far outweighs any tendency to switch (e.g., 62% of smokers choosing Marlboro at age 18 still smoke brand by age 24).
- Marlboro grows +.8 SOM [Share of Market] per year due to 18 year old smokers alone.
- Value of a loyal 18 year old smoker appreciates +30% due to increase in rate/day.
- Between 1979 and 1983, RJR share of 18-24 smokers slipped from 26.1% to 21.3%, while PM's share grew from 44.8% to 58.4%.

Strategic Conclusions:

- Because YAS [young adult smokers] are critical to short and long term growth, they represent the most important area of opportunity for RJR new brands.
- As Marlboro clearly holds the strongest YAS market position, it represents the prime target for new brand offensives.

Basis for Opportunity

- Smokers are increasingly affected by public smoking restrictions.
- 78% were affected by smoking restrictions in 1984 vs. 35% in 1974.
- -Since 1974, the acceptability of smoking among the general population has declined from 49% to 36%. Even among smokers, acceptability dropped from 71% to 64% in the past 4 years.
- 91% of total adults believe reports that smoking cigarettes may be hazardous to smokers' health.
- The passive smoking issue is growing in awareness and importance.
- Smokers do not perceive current brands on market to be fully addressing growing smoking issues.

Strategic Conclusions:

- Pressures on smokers are expected to continue and accelerate making this area important for both short and long term development projects.
- Opportunities exist to develop unique products, which alleviate smoking negatives and reinforce positive smoking benefits.

WORD – Save the Date

WORD wants everyone to save this date – **Saturday, November 20th**, from 11:00AM to 1:30PM, to join us for the WORD Walk for Breath Control. Stay tuned for all of the final details, but what we can tell you now is that we'll be walking from WORD to either downtown Providence or the State House lawn for a rally. We'll be asking everyone to bring either a photo of a loved one who has died from a smoking related illness or a friend or loved one that you are going to help quit smoking.

We'll be featuring testimonials from quitters and our memorial wall. There will be free gifts and refreshments for everyone. This event is part of the American Cancer Society's Great American Smokeout, which is on Thursday, November 18th.

Locally Noted

Steven Horovitz of NRI Community Services will be providing a tobacco cessation workshop at the annual National Alliance for the Mentally Ill (NAMI) "Bridging The Gap" conference on October 29, 2004 at the Marriott Hotel in Newport.

Smokefree Zone Credits

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For more information on quitting smoking,
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(1-800-879-8677), or visit
<http://www.trytostop.org>